



COUNTY OF LOS ANGELES

# Public Health

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July 23, 2008

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H. *Jeff*  
Director and Health Officer

SUBJECT: **PUBLIC HEALTH SMOKING CESSATION PROGRAM UTILIZING MASTER SETTLEMENT AGREEMENT FUNDS**

This is to provide you with an overview of the Department's new smoking cessation initiative, funded by Master Settlement Agreement (MSA) funds, as approved by the Board in the Department's FY 2008-09 budget. The Department will use the funds to expand smoking cessation services by working with mental health and alcohol and drug programs, employers, health care providers, and community organizations to increase the availability of tobacco dependence treatment services and reduce the financial barriers that prevent many smokers from using these services. The two-year initiative includes the following components:

### **Integrating Tobacco Dependence Treatment into Alcohol and Drug and Mental Health Programs**

The Department will provide funding to mental health and/or alcohol and drug residential treatment agencies, mental health outpatient sites, and community wellness centers to build infrastructure and support for the integration of tobacco dependence treatment and tobacco-free standards. Additionally, the Department will implement a parallel project with the Acton and Warm Springs campuses of the Antelope Valley Rehabilitation Centers (AVRC).

### **Employer Outreach**

The Department will conduct outreach to employers across the County, local Chambers of Commerce, and other business organizations to promote employer-based tobacco cessation programs and health benefit coverage for cessation services. The Department plans to distribute an employer toolkit to a large number of employers in the county with 50 or more employees. The toolkit, adapted from Make it Your Business, will include practical tools for developing an employer-based tobacco cessation program, information for workers to access cessation counseling (e.g., California Smokers' Helpline, community-based cessation services), and information for employers on the benefits of expanding health benefit coverage to include tobacco cessation services. Additionally, the Department will meet with representatives of the largest employers to further promote tobacco cessation services.

### **Media Campaign**

The Department will subcontract with a media consultant to design and implement a multifaceted Countywide media campaign to reach segments of the population most disproportionately impacted by tobacco use (African Americans, Latino and Asian males, and low-income and Lesbian, Gay and Bisexual smokers). The campaign will employ a variety of messages and types of media (e.g., billboards, bus signs, and radio ads) to promote the use of the California Smokers' Helpline and other effective cessation interventions, motivate smokers to make a quit attempt, and increase demand for cessation services.

### **Outreach to the Uninsured and Others without Cessation Coverage**

The Department plans to utilize a portion of the MSA funds to supplement existing efforts to purchase approximately 35,000 two-week supplies of nicotine replacement therapy (NRT) for smokers that have no source of coverage for smoking cessation medication. The Department plans to distribute approximately 25,000 two-week supplies of NRT to smokers in pharmacies located in low income neighborhoods. Pharmacy partners have committed to providing brief cessation interventions that include referrals to the California Smokers' Helpline and partnering community clinics for counseling services. Additionally, the Department plans to distribute approximately 10,000 two-week supplies of NRT through community health care providers to patients with no other source of coverage for smoking cessation medications.

The attached draft budget provides specific information on how the funds will be used to support the different components of the program.

Please let me know if you have any questions or need additional information.

JEF:lma

Attachment

c: Chief Executive Officer  
County Counsel  
Executive Officer, Board of Supervisors

L.A. - ITS QUITTING TIME!  
PROPOSAL

Proposed 1-Year Budget

Qty	Position	Description for Each Item	Year 08/09	Year 09/10	Total
<b>PERSONNEL SERVICES</b>					
1	Program Coordinator (Staff Analyst)		\$ 87,962.00	\$ 89,281.92	\$ 177,223.92
	Employee Benefits @ .51		\$ 44,861.00	\$ 47,308.33	\$ 92,169.33
	<b>TOTAL PERSONNEL</b>		<b>\$ 132,823.00</b>	<b>\$ 136,570.25</b>	<b>\$ 269,393.25</b>
<b>SUPPLIES &amp; SERVICES</b>					
	Nicotine Replacement Therapy	2-week nicotine replacement therapy kit for 25,000 people * (e.g., nicotine patches)	\$ 900,000.00		
	Material Development/Printing	Employer Toolkit	\$ 25,000.00		
	Supplies		\$ 5,220.06	\$ 6,029.70	
	Mileage (\$.47x4200)	Travel to meetings with employers, healthcare providers, pharmacies, etc.	\$ 1,974.00	\$ 1,974.00	
	<b>TOTAL SUPPLIES &amp; SERVICES</b>		<b>\$ 932,194.06</b>	<b>\$ 8,003.70</b>	<b>\$ 940,197.76</b>
<b>CONTRACTS</b>					
	Community Contracts			\$ 750,000.00	
	Media			\$ 600,000.00	
	<b>TOTAL CONTRACTS</b>			<b>\$ 1,350,000.00</b>	<b>\$ 1,350,000.00</b>
<b>INDIRECT COST (@ 15% of personnel)</b>					
			\$ 19,923.45	\$ 20,485.54	\$ 40,408.99
	<b>TOTAL PROGRAM COSTS</b>		<b>\$ 1,084,940.51</b>	<b>\$ 1,378,489.24</b>	<b>\$ 2,600,000.00</b>
* Estimate based on average wholesale price					